Product Information Management Theory and Practice

Product Information Management is latest topic that companies across the world are deliberating upon. As companies sell online, they are confronted with the fact that not all information necessary to sell their products is available. Where marketing, sales and finance have been core processes of the corporate world for a long time, PIM is a new business process with its own unique implementation and management challenges. The book describes the core PIM processes; their strategic, tactical and operational benefits and implementation challenges. The book has been written for managers, business users as well as students, and illustrates the different concepts with practical cases from companies like Coca-Cola, Nikon and Thomas Cook.

Features
- The first in-depth book on Product Information Management
- Presents cases from companies like Coca-Cola, Nikon, Thomas Cook, and more
- Describes the offering of 11 Product Information Management solution providers in detail

Contents

Fields of interest
Marketing; Sales/Distribution/Call Center/Customer Service; Project Management

Target groups
Professional/practitioner

Product category
Professional book

Management of Permanent Change

In the current times of more frequent crises and ever shortening innovation cycles, the management of change has become a crucial task of survival. While it is not a new topic in business research, the developments of the last decade have posed many new challenges for the change management of firms and organizations and have thus also raised many new questions for academic research in business administration, which the present book turns to deepen. Its particular focus is on disruptive change including its driving forces as well as effective and sustainable management. This publication constitutes a collection of articles that discuss change and innovation processes across different sectors of the economy (industry, banking, and retail), the role of leadership and corporate governance for the effectiveness and sustainability of organizational change.

Features
- First book on management of permanent change
- Presents findings of distinguished researchers on recent projects on change management
- Outlines future challenges of managers coping with permanent change

Contents
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Fields of interest
Business Strategy/Leadership; Organizational Studies, Economic Sociology

Target groups
Research

Product category
Monograph

Models of Practical Routing Problems in Logistics Design and Practices

This book deals with complex variants of Traveling Salesman Problem (TSP) and Vehicle Routing Problem (VRP) within the manufacturing and service industries. The objective is to develop heuristics for these supply chain problems in order to offer practical solutions to improve operational efficiency. These heuristics are evaluated using benchmark and derived data-sets. Case studies pertaining to logistics in different industries including textile machinery manufacturing and banking are also included to demonstrate the created heuristics. High competition in today's global market has forced the organizations to invest in and focus on their logistics system.

Features
- Develops heuristics for complex variants of Travelling Salesman Problems and Vehicle Routing Problems
- Offers solutions to routing problems that can lead to huge logistics savings in absolute terms
- Includes case studies covering logistics various industries and sectors

Contents

Fields of interest
Production/Logistics/Supply Chain Management; Transportation; Operation Research/Decision Theory

Target groups
Research

Product category
Monograph
Wind Energy Deployment and the Relevance of Rare Earths
An Economic Analysis

The worldwide deployment of wind power plants is soaring. Yet the availability of their construction materials could be a potential bottleneck. As rare earth elements represent the most critical materials, Anja Brumme provides a market analysis of rare earths, ascertaining that geological scarcity is not the main problem. Instead, the author identifies four kinds of market failure: market power, co-production, by-production and negative externalities. It becomes apparent that the market for rare earth metals is in a state of severe disequilibrium. Subsequently, her estimate of future rare earth demand patterns based on the wind power industry by 2050 reveals that the current level of supply is unlikely to be sufficient in the long run. To allow for a more elaborate analysis, the author suggests two options of including a rare earth side condition in an integrated assessment model.

Features
- Covers the quintessence of marketing - short and relevant
- Addresses professionals and practitioners on a substantial level, without being too academic or too pragmatic
- Authors are experienced and well-known in the academic as well as in the professional world

Contents

Fields of interest
Marketing; Management/Busines for Professionals/Management

Target groups
Professional/practitioner

Product category
Professional book

Due May 2014
2014. 130 p. (Quintessence Series) Hardcover
► $59.99
ISBN 978-3-642-45443-1

Available
2014. XIX, 87 p. 21 illus. (BestMasters) Softcover
► $89.99
ISBN 978-3-658-04912-6

Energy-Based Economic Development
How Clean Energy can Drive Development and Stimulate Economic Growth

Energy is becoming a prominent driver of economic development. Each year, billions of dollars are invested around the world by the public and private sectors in low-emissions energy development and energy efficiency planning. Energy-based economic development (EBED) is a domain that seizes the opportunities inherent in clean energy development to drive innovation and generate economic growth.

Features
- Defines the convergence of the fields of energy policy and planning and economic development
- Presents a framework for describing and designing energy-based economic development approaches
- Outlines a taxonomy of different types of energy-based economic development projects, and assesses various case studies as examples in practice

Contents

Fields of interest
Environmental Economics; Energy Economics; Energy Policy, Economics and Management

Target groups
Research

Product category
Monograph

Due April 2014
► $129.00
ISBN 978-1-4471-6340-4
Center for Macroeconomic Research of Xiamen University, Xiamen, People’s Republic of China

**China’s Macroeconomic Outlook**
Quarterly Forecast and Analysis Report, August 2013

As the sluggish external market demand and excess domestic investment in past years have caused excess production capacity, resulting in both industrial growth rate and GDP growth rate falling to lowest point for the last three years in China. Where would China’s economy go? China’s Macroeconomic Outlook, September 2013 provides some insights into the details of the economic development in China, and also includes series of simulations of the impact of decreasing government revenue on the economic performance. The research suggests that China should cut its government revenue share in GDP to promote its structural adjustment.

**Features**
- A quarterly forecast and analysis report on China’s macroeconomic outlook, based on China’s Quarterly Macroeconometric Model (CQMM)
- High reference value for entrepreneurs to project China’s macroeconomic performance in the coming years and review possible effectiveness of macroeconomic policies
- A platform to aid understanding of China’s macroeconomic behavior and policy dynamics

**Contents**
Preface.- Introduction.- A Review of China’s Economic Behavior and Policy Dynamics.- Policy Implications.- China’s Macroeconomic Outlook, September 2013 provides some insights into the details of the economic development in China, and also includes series of simulations of the impact of decreasing government revenue on the economic performance. The research suggests that China should cut its government revenue share in GDP to promote its structural adjustment.

**Fields of interest**
Macroeconomics/Monetary Economics

**Target groups**
Research

**Product category**
Monograph

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**Due February 2014**

- $129.00
ISBN 978-3-642-54220-6

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**Due March 2014**

2014. XI, 183 p. 17 illus., 6 in color. Hardcover
- $129.00
ISBN 978-3-642-54226-8

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2014. VIII, 163 p. 104 illus., 98 in color. Hardcover
- $129.00
ISBN 978-3-319-04749-2

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**Z. Cheng**, University of Wollongong, Wollongong, Australia; **M. Wang**, University of Melbourne, Melbourne, VIC, Australia; **J. Chen**, Macquarie University, North Ryde, NSW, Australia (Eds)

**Urban China in the New Era**
Market Reforms, Current State, and the Road Forward

This book aims to provide a scholarly account of recent understandings and reflections on some of the prevalent and emerging issues in urban and regional China, such as urbanization, inequality, hukou (household registration) reforms, labor relations, not-in-my-backyard protests and environmental governance.

**Features**
- A number of contemporary issues in China
- Rich statistical analysis and case studies in multidisciplinary frameworks
- Studies at both micro and macro levels
- Strong policy implications and recommendations

**Contents**

**Fields of interest**
Labor Economics; Migration

**Target groups**
Research

**Product category**
Contributed volume

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**P. R. Feldmann**, University of São Paulo, São Paulo, Brazil

**Management in Latin America**
Threats and Opportunities in the Globalized World

The aim of this book is to analyze the quality of entrepreneurial management and economic development in the Latin American region from a microeconomic point of view.

**Features**
- Analyzes the quality of entrepreneurial management, innovation and economic development in the Latin American region
- Explains Latin American management practices as well as the threats and opportunities
- Suggests ways in which Latin American businesses can increase productivity and innovation in order to improve performance in the global market

**Contents**
1 Introduction.- 2 Culture, Geography, Wealth in National Resources and Technology.- 3 The Latin American Economy and Its Most Important Countries from the Point of View of Economic Representativeness.- 4 The Business Environment in the 8 Most Economically Important Countries.- 5 Management in Latin America: Where Are the Problems?.- 6 The Sectors that Concentrate the Largest Companies of Latin America and Their Respective Business Environments.- 7 The Importance of Large Companies for the Rise of Innovation in the Continent.- 8 Technological Panorama of Latin America.- 9 How Latin American Companies Could Become Innovators.- 10 Biotechnology: Latin America’s Big Chance.- 11 Conclusion.- References.- Appendix.

**Fields of interest**
Emerging Markets/Globalization; Innovation/Technology Management; Entrepreneurship

**Target groups**
Research

**Product category**
Monograph
G. Garuzzo, Torino, Italy

Fiat

The Secrets of an Epoch

Features
► Supplies first-hand testimony of the largely unknown story of Fiat between 1976 and 1996
► Describes events, persons and details of enormous importance to the country
► Provides written evidence on the working conditions and lives of managers with big companies in Italy
► Represents an authentic historical document supported by analytical documentation
► Contains insights into the German automotive business world

Contents
1 One Hundred Days in Fiat with Carlo De Benedetti (1976).
- 3 The Perilous World of Automobile Components (1979-1982).
- 13 Epilogue.
- 14 Documents.

Fields of interest
Business Strategy/Leadership; Organizational Studies, Economic Sociology; Industrial Organization

Target groups
Popular/general

Product category
Popular science

K. Gaubinger, Upper Austria University of Applied Sciences, Wels, Austria; M. Rabl, Upper Austria University of Applied Sciences, Wels, Austria; S. Swan, The College of William & Mary, Williamsburg, VA, USA; T. Werani, Johannes Kepler University, Linz, Austria

Innovation and Product Management

A Holistic and Practical Approach to Uncertainty Reduction

Marketplace complexity and dynamics create an environment that increases the uncertainty of innovation activities. In this context systematic management of innovation and product management are increasingly important for company success. This book presents the fundamentals of innovation and product management and introduces the reader to a holistic process model with particular focus on innovation and uncertainty.

Features
► Discusses activities which foster the reduction of innovation immanent uncertainties using a holistic process model
► Presents an integrated perspective on innovation management and product innovation within an interdisciplinary approach
► Offers an accessible multi-functional perspective on innovation and product management
► Compiles market-based examples and cases of innovation and product management in action in international companies

Contents
Part II: Process of Innovation and Product Management.
Part III: Innovation and Product Management.
Broading the Topic

Fields of interest
Innovation/Technology Management; Production/Logistics/Supply Chain Management; Marketing

Target groups
Upper undergraduate

Product category
Professional book

J. Gerber, GS-Partners, Frankfurt-Oberursel, Germany; H. Arms, A.T. Kearney, Berlin, Germany; M. Wiecher, A.T. Kearney, New York, NY, USA

Leveraging Flexibility

Win the Race with Dynamic Decision Management

What is the probability of your operations achieving the desired profitability? What role does flexibility play in your business plans? Have you ever considered its value in concrete terms? Being able to react to the unexpected by taking a strategic change of course can prove to be the salvation of a company and its leaders.

Features
► Introduces Dynamic Decision Management (DDM) as a new holistic management approach for strategic decision making
► Integrates the influence of uncertainty and entrepreneurial flexibility in the strategic decision making process
► Simplifies the evaluation of alternatives, while enhancing accuracy
► Presents four case studies that address critical issues for global business management

Contents
Value Flexibility - It Propels Sustainable Decisions: Evolution of the New Approach
Solving the Mystery of Uncertainty: Making Bull’s-eye Decisions in Volatile Settings
Flexibility Surprises - Its Significance and Its Value
The Total Value of Today’s Decisions and Tomorrow’s: Taking Action - Applying DDM
Applying Dynamic Decision Management - Four Case Studies
Appendix: Behind the Scenes

Fields of interest
Business Strategy/Leadership; Operation Research/Decision Theory; Engineering Economics, Organization, Logistics, Marketing

Target groups
Professional/practitioner

Product category
Professional book
**Economics of Wildfire Management**

*The Development and Application of Suppression Expenditure Models*

In this age of climatic and financial uncertainty, it becomes increasingly important to balance the cost, benefits and risk of wildfire management. In the United States, increased wildland fire activity over the last 15 years has resulted in drastic damage and loss of life. An associated rapid increase in fire management costs has consumed higher portions of budgets of public entities involved in wildfire management, challenging their ability to fulfill other responsibilities. Increased public scrutiny highlights the need to improve wildland fire management for cost effectiveness. This book closely examines the development of basic wildfire suppression cost models for the United States and their application to a wide range of settings from informing incident decision making to programmatic review.

**Contents**


**Fields of interest**

Environmental Economics; Forestry Management; Economics/Management Science; general

**Target groups**

Professional/practitioner

**Product category**

Brief

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**Dynamic Games in Economics**

*Features*

- Presents recent developments in dynamic game theory
- Includes new application of dynamic games to important economic questions
- Suggests directions for future research in the field

*Contents*


**Fields of interest**

Game Theory/Mathematical Methods; Game Theory, Economics, Social and Behav. Sciences; Operation Research/Decision Theory

**Target groups**

Research

**Product category**

Contributed volume

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**Encyclopedia of Tourism**

*This encyclopedia is the most comprehensive and updated source of reference in tourism research and practice. It covers both traditional and emerging concepts and terms and is fully international in its scope. More than 800 contributions of over 200 internationally renowned experts provide a definitive access to the knowledge in the field of tourism, hospitality, recreation and related fields.*

**Features**

- Comprehensive treatment of all major concepts in largest industry worldwide
- Provides authoritative definitions and explanations on all important tourism keywords
- Collects the essence of the world’s leading tourism research with its application in practice

**Fields of interest**

Marketing; Economic Geography; Cultural Management

**Target groups**

Research

**Product category**

Encyclopedia

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**Due March 2014**

2014. IX, 73 p. 11 illus. (SpringerBriefs in Fire) Softcover
- $54.99

**Due March 2014**

- $129.00
ISBN 978-3-642-54247-3

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**Due March 2015**

- approx. $589.00
ISBN 978-3-319-01383-1

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**Due March 2015**

2015.
- approx. $589.00
ISBN 978-3-319-01384-8

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**Due March 2015**

- Print + eReference
ISBN 978-3-319-01385-5
Business for Professionals/Management

W. Jiang, Xiamen University, Xiamen, People’s Republic of China

Business Partnerships and Organizational Performance
The Role of Resources and Capabilities

In the rapidly changing business world, only a small percentage of firms are able to survive and prosper despite recessions, industrial evolutions and economic changes. An often-asked question is: What determines a firm’s sustainable competitive advantage? One of the most popular competitive strategies is partnering with other firms. So, how do firms make intelligent and informed decisions when it comes to selecting business partners, to utilizing available resources and capabilities in partnerships, and to managing relationships to maximize partnership benefits? This book studies 300 firms across various industries, providing readers with a comprehensive view of how firms develop sustainable competitive advantages by establishing business partnerships. Young academics and experienced researchers alike will find solid theoretical foundations and fresh business insights.

Features
► Offers a comprehensive literature review, helping readers to understand sustainable competitive advantage ► Includes conceptualizations and implementations of new constructs ► Shares business insights based on data from the real business world

Contents
Introduction.- Theoretical Foundation and Literature Review.- Methodology.- Construct Measurement.- Results and Discussion.- Summary, Contributions, Implications and Future Research.

Fields of interest
Organization/Planning; Business Strategy/Leadership

Target groups
Research

Product category
Monograph

X. Li, Beijing Normal University, Beijing, People’s Republic of China; J. Pan, National Bureau of Statistics of China, Beijing, People’s Republic of China (Eds)

China Green Development Index Report 2012
Regional Comparison

The report was launched during China’s Twelfth Five-year Period (2011-2015). After revising the measurement system of the Green Development Index in 2011, the report measures the green development level of 30 provinces, municipalities and autonomous regions as well as 38 large and medium-sized cities in China. A Public Satisfaction Survey of the Urban Residents is first introduced into the report. Both the province and the city Green Development Index systems consist of three parts, the green degree of economic growth, the carrying potential of natural resources and environment, and the support degree of government policies.

Features
► A forward-looking, objective and innovative report ► A city-based green development measurement is introduced into the report ► A Public Satisfaction Survey of the Urban Residents is first introduced into the report ► Completed by Beijing Normal University, Southwest University of Finance and Economics, leading thinkers in various fields together with the help of China Economic Monitoring and Analysis Center (CEMA)

Contents

Fields of interest
Economic Growth; Environmental Law/Policy/ Ecojustice

Target groups
Research

Product category
Contributed volume

Due March 2014

Due April 2014

Due March 2014

R. Y. Li, Hong Kong Shoe Yan University, Hong Kong, Hong Kong SAR

Law, Economics and Finance of the Real Estate Market
A Perspective of Hong Kong and Singapore

The symbiosis between the law, economics and finance is evidenced in our daily lives. This book elucidates the relationship between these factors in Singapore and Hong Kong in direct and indirect real estate market.

Features
► Offers an interdisciplinary perspective (economics, finance and law) on the real estate market in Hong Kong and Singapore ► Adopts triangulation as a research method, i.e., a combination of methodologies that allows multiple viewpoints to readers ► Gives a comprehensive study on the impact of financial crisis in real estate market

Contents
Law, economics and finance issues in Singapore’s housing development board flats.- Internalization of environmental externality in dwellings: review of court cases in Hong Kong in the past two decades.- The institutional analysis of fittings in residential units.- Asymmetric information and residential entrepreneurs’ choice on provision of house fittings.- Property, credit and business cycles in Hong Kong.- Should we abandon the concept of artistic craftsmanship in the Copyright Act in Australia?- An offer, an invitation to treat and transaction costs.- The effect of the global subprime financial crisis on the macroeconomy and the housing market in the UK.- Changes from the visible hand to the invisible hand: The land market in Hong Kong before and after the Asian Financial Crisis.- An overview of regulations that protect indirect real estate investors in Hong Kong during financial crises.

Fields of interest
Law and Economics; Financial Law/Fiscal Law

Target groups
Research

Product category
Brief
R. S. Mamon, University of Western Ontario, London, ON, Canada; R. J. Elliott, University of Adelaide, Adelaide, Australia (Eds)

Hidden Markov Models in Finance
Further Developments and Applications, Volume II

Contents

Fields of interest
Operation Research/Decision Theory; Finance/Investment/Banking; Probability Theory and Stochastic Processes

Target groups
Research

Product category
Handbook

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E. Marcantoni, Vienna, Austria

Collateralized Debt Obligations
A Moment Matching Pricing Technique based on Copula Functions

The author focuses on a method to price Collateralized Debt Obligations (CDO) tranches. The original method is developed by Castagna, Mercurio and Mosconi in 2012. The Thesis provides an extension of the original work by generalizing the Gaussian dependence in terms of Copula functions. In particular the model is rewritten for the specific case of the Clayton copula. The method is applied to price the tranches of a CDX. By comparing the tranches prices, it is possible to notice that the Clayton approach leads to smaller equity and mezzanine tranches. The senior and super senior tranches levels are higher when the dependence is modeled by a Clayton copula.

Feature
Study in the field of economic sciences

Contents

Fields of interest
Business/Management Science, general; Finance/Investment/Banking

Target groups
Research

Product category
Monograph

--

E. Olejnik, Universität Trier, Trier, Germany

International Small and Medium-Sized Enterprises
Internationalization Patterns, Mode Changes, Configurations and Success Factors

With growing international business, small and medium-sized enterprises (SMEs) have been faced with increased competition, but also with enhanced opportunities. Edith Olejnik addresses four major issues within the context of SMEs' internationalization process: First, she identifies the three different internationalization patterns that SMEs take and analyzes how these patterns develop over time. Second, she looks at dynamic changes of foreign operation modes and the managerial reasons for these changes. Third, she derives an empirical classification of smaller family firms and profiles them using a comprehensive set of organizational variables. Fourth, she investigates the relationship between firm-level processes and dynamic capabilities in driving the international performance of SMEs. Based on theoretical considerations and empirical analyses this work provides important implications for research and management practice.

Feature
Publication in the field of economic sciences

Contents
Internationalization Patterns and Strategies. - Foreign Operation Modes Changes. - Organizational Configurations of International Family Firms. - Firm-level Success Factors.

Fields of interest
Entrepreneurship; Business Strategy/Leadership

Target groups
Research

Product category
Monograph

Due April 2014

► $129.00

2014. XV, 93 p. 14 illus. (BestMasters) Softcover
► $89.99
ISBN 978-3-658-04845-7

2014. XVI, 184 p. 40 illus. (Handel und Internationales Marketing Retailing and International Marketing) Softcover
► $89.99
ISBN 978-3-658-04875-4
Eco-Innovation and the Development of Business Models
Lessons from Experience and New Frontiers in Theory and Practice

Contents
P. Rao, Princeton, NJ, USA

**Government Austerity and Socioeconomic Sustainability**

This short book integrates the imperatives of public debt sustainability with those of socioeconomic sustainability in the context of budget austerity measures. It is argued that poverty, inequality and unemployment problems should be integral aspects of policy frameworks for austerity and fiscal stability. The economics of austerity in much of economic analysis remains narrowly focused and lopsided, since the implications on the role of human capital and loss of prosperity base are usually ignored. This book argues that various misapplications of policies of government austerity can be avoided if greater attention is accorded to the imperatives of maintaining the win-win approaches for socioeconomic resilience and sustainability in conjunction with debt sustainability and/or fiscal stability.

**Features**
- Synthesizes the limitations of austerity measures and suggests holistic approaches
- Offers directions for maintaining flexibility in debt reduction and fiscal stability
- Suggests rational alternatives for productivity-raising and damage-reducing austerity measures

**Fields of interest**
- Public Finance & Economics; Economic Policy; Political Economy

**Target groups**
- Research

**Product category**
- Brief

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K. Reimers, RWTH Aachen University, Aachen, Germany; X. Guo, M. Li, B. Xie, Tsinghua University, Beijing, China; T. Zhang, RWTH Aachen University, Aachen, Germany

**Innovating in a Learning Community**

**Emergence of an Open Information Infrastructure in China's Pharmaceutical Distribution Industry**

How do firms jointly develop open information infrastructures? To answer this question, this book draws on the results of a longitudinal research project covering the development of the pharmaceutical distribution industry in China from 2004 to 2012, focusing on the emergence and subsequent evolution of industry-wide information infrastructures. How do firms delimit areas of proprietary innovation in open innovation projects? How do firms coordinate, initiate, negotiate and implement the development of innovative infrastructures?

**Features**
- Shows how open information infrastructures can emerge under adversarial conditions
- Provides an inside view into a rarely studied industry
- Provides a detailed account of government action in China

**Contents**
- Introduction
- A Simple Theoretical Framework
- Method
- Historical Context and Precedents
- Summary of Data Analysis
- Findings
- Theoretical Implications
- Extensions
- Answering the Research Question
- Managerial Implications
- Limitations
- Appendix I: Data Synthesis
- Appendix II: Development of Electronic Patient Records and Drug Tracking Technologies in China

**Fields of interest**
- Business Information Systems; Pharmacy

**Target groups**
- Research

**Product category**
- Brief

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S. Sain, European University of Economics and Management, Cologne, Germany; S. Wilde, Langenfeld, Germany

**Customer Knowledge Management**

**Leveraging Soft Skills to Improve Customer Focus**

Customer focus is the most important challenge of the future. Providing good customer service depends on how well companies know their customers and clearly identify their needs. Availability of customer knowledge, which is knowledge from, for and about the customer, thus becomes crucial in offering customized products or services. This can be gained most efficiently from direct interaction with customers, but requires the use of interpersonal and organizational soft skills.

**Features**
- Combines customer knowledge management, customer focus and soft skills based on recent primary data
- Focuses on interpersonal and organizational skills within customer knowledge management processes
- Provides recommendations for optimizing the management of customer knowledge

**Contents**
- Knowledge Management Today
- Review of Soft Skills Within Knowledge Management
- Soft Skills Within Customer Knowledge Management and Their Impact on Customer Focus
- Analysis and Evidence
- Soft Skill Drivers for Successful CKM
- Appendix

**Fields of interest**
- Marketing; Business Information Systems; Industrial, Organisational and Economic Psychology

**Target groups**
- Professional/practitioner

**Product category**
- Professional book

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Due June 2014


$69.99
ISBN 978-3-319-04234-3

Due April 2014

2014. VII, 53 p. 3 illus. (SpringerBriefs in Digital Spaces) Softcover

$54.99
ISBN 978-3-319-05097-3

Due April 2014

2014. Approx. 280 p. 31 illus, 1 in color. (Management for Professionals) Hardcover

$79.99
ISBN 978-3-319-05058-4
O. Sauter, Universität Hohenheim, Stuttgart, Germany

Monetary Policy under Uncertainty

Historical Origins, Theoretical Foundations, and Empirical Evidence

Oliver Sauter analyzes three aspects of monetary policy under uncertainty. First he shows that the terms risk and uncertainty are often wrongly used as synonyms despite their different meanings. The second aspect is the proper examination and incorporation of uncertainty into a monetary policy framework. The author undertakes systematization with a closer look at each identified form of uncertainty. Thirdly, he focuses on the quantification of uncertainty from two different perspectives, either from a market perspective or from a central bank perspective.

Feature
► Publication in the field of economic sciences

Contents

Fields of interest
Economic Policy; Economic Theory; Economics general

Target groups
Research

Product category
Monograph

Available
2014. XIII, 221 p. 40 illus. Softcover
► $89.99
ISBN 978-3-658-04973-7

K.-Y. Shin, Nankai University, Tianjin, People's Republic of China

Corporate Social Responsibility Reporting in China

The CSR report has become a very important tool which can help corporations to set up strategies and build their core competencies. This book presents a range of cases from different industries. Based on the analysis of the enterprise survival environment, it points out the necessity and significance of CSR. The book analyzes the current situation and development trend of CSR in China, as well as its international developing trend.

Features
► Presents actual Chinese CSR reports, helping business readers to understand Chinese companies
► Analysis of the current status and trend of CSR reporting, worldwide and in China, helps readers to grasp the future of CSR reports
► The concrete process helps managers to improve the effectiveness of their own CSR report management
► The analyses of the current status and trends will help those planning to invest in the Chinese stock market

Contents

Fields of interest
Non-Profit Enterprises/Corporate Social Responsibility; Organizational Studies, Economic Sociology

Target groups
Research

Product category
Brief

Available
2014. XII, 241 p. 53 illus. (SpringerBriefs in Business) Softcover
► $54.99
ISBN 978-3-642-54151-3

J. Straßer, University of Applied Sciences bfi Vienna, Vienna, Austria

Integrated Risk Management of Non-Maturing Accounts

Practical Application and Testing of a Dynamic Replication Model

Customer accounts that neither have a fixed maturity nor a fixed interest rate represent a substantial part of a consumer bank’s funding. The modelling for their risk management and pricing is a challenging yet crucial task in today's asset/liability management, with increasing computational power allowing for new approaches. Jeffry Straßer outlines an implementation of a state-of-the-art dynamic replication model in detail. A case study with recent data supports the expected superiority of the model. Additionally, it provides tangible recommendations for model specifications derived from practical and mathematical consideration, as well as empirical findings. Practitioners will appreciate the comprehensive programming code attached.

Feature
► Study in the field of economic sciences

Contents
Modelling of risk factors.- Setting up a multistage stochastic program.- Model output and performance analysis.- Full program code for all described steps in open-source statistical programming language R.

Fields of interest
Business/Management Science, general; Finance/Investment/Banking; Business Information Systems

Target groups
Research

Product category
Monograph

Available
2014. XVII, 116 p. 19 illus. (BestMasters) Softcover
► $89.99
ISBN 978-3-658-04902-7
B. X. Weis, Stuttgart, Germany

From Idea to Innovation
A Handbook for Inventors, Decision Makers and Organizations

The book assists in bringing together the three stakeholders of an innovation – inventor, decision maker and organization. These stakeholders have conflicting requirements and the book offers advice on how and by what methods they can communicate and the information that is expected and required in different phases of innovation. The perspectives of inventor, decision maker and organization are integrated in a business model that enables a common “language” and communication platform for the inevitably emerging tension field and that allows for asking and answering the right questions.

Features
► A wide range of factors that govern innovation in organizations is elaborated and thoroughly explained ► Presents a business model that eases communication between different business stakeholders ► Numerous, easy to use tools enable straightforward analyses of the different factors

Contents

Fields of interest
Innovation/Technology Management; Organization/Planning; Business Strategy/Leadership

Target groups
Professional/practitioner

Product category
Professional book

Due August 2014
2015. Approx. 270 p. 132 illus. (Management for Professionals) Hardcover
► approx. $89.99
ISBN 978-3-642-54416-3

Z. Zhang, J. Zhang, Peking University, Beijing, People's Republic of China (Eds)

Understanding Chinese Firms from Multiple Perspectives

Previous analysis on the “Chinese Economic Miracle” mostly talks about macro-economy but neglects the study on the basic element of the Chinese Miracle – the enterprises.

Features
► Illustrates the growing patterns and dynamics of Chinese enterprises in the past three decades from multilevel and multidisciplinary perspectives ► Concludes the experience and lessons, perplexity and paradox, learning and innovations encountered by Chinese enterprises ► Reveals the characteristics of external environments of Chinese enterprises, the changing track of entrepreneurs, the evolution of the enterprises’ organizational structure and systems, the formation of firm culture, the unique pattern of Chinese team work, and the Chinese communication styles and conflict resolution.

Contents
Introduction: Developing the Chinese organization and management.- Enterprises and the social environment.- Enterprise and government.- The growth path of entrepreneurs.- Organizational and institutional building of enterprises.- Corporate culture.- The survival wisdom of middle managers.- Employee characteristics and management.- The relationships between employees and organizations.- Interpersonal communication and conflict resolution.- Work teams in enterprises.- When the East meets the West: a retrospect on China’s negotiations with foreigners.- Postscript.

Field of interest
Management/Business for Professionals

Target groups
Research

Product category
Contributed volume

Available
2013. Approx. 400 p. Hardcover
► approx. $179.00
ISBN 978-3-642-54416-3

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A Global Perspective

Interest in biofuels began with oil shocks in the 1970’s, but the more rapid development and consumption of biofuel industry in recent years has been primarily driven by mandates, subsidies, climate change concerns, emissions targets and energy security. From 2004 to 2006, fuel ethanol grew by 26% and biodiesel grew by 172%. As biofuel production continues to expand, investments in capacity expansion and research and development have been made.

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